0.00

\$26,834.50

## **ORDER**



Orders	Order / Rev:	698781 - 3				(EU				
	Alt Order #:	6227601				FIRST FO	A YOU			
	Product Desc:	AMERICAN CF	ROSSROADS			A GARRETT CONF	PAHY			
	Estimate:	693				WTLV-TV				
	Flight Dates:	10/16/12 - 10/2	2/12	Primary AE:	:	Jim Quinn				
	Original Date / Rev:	07/10/12 / 09/2	0/12	Sales Office	<b>)</b> :	T-PHI				
	Order Type:	Political		Sales Regio	on:	NAT				
Agency	Name:	Crossroads M	edia/ POL							
	Buying Contact:			Billing Type	:	Cash				
	Billing Contact:			Billing Caler	ndar:	Broadcast				
		66 Canal Cente	er Plaza Suite 500	Billing Cycle	e:	EOM/EOC				
		Alexandria, VA	22314	Agency Cor	mmission:	15%				
Advertiser	Name:	American Cro	ssroads							
	Demographic:	A35+		—— New Busine	ess Thru:					
	Product Codes:	IS-Candidate/F	residential	Order Sepa	ration:	00:15:00				
	Priority:	P-3		Advertiser E	External ID:					
	Revenue Codes:	AGY, GEN, PC	L	Agency Exte	ernal ID:					
Bill Plan				Totals						
Start Date	End Date # Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating		
10/01/12	10/22/12 85	\$31,570.00	\$26,834.50	October 2012	85	\$31,570.00	\$26,834.50	0.00		

Totals

85

\$31,570.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	23%	\$31,570.00
Market	100%	\$137,260.87

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	13%	\$17,843.91
WCWJ	0%	\$0.00
WJXT	22%	\$30,197.39
WJXX	9%	\$12,353.48
WTEV	33%	\$45,296.09

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WTLV	10/19/12	10/19/12	M-F 10-11a	CM	M-F 10a-11a	F	:30	1	\$220.00 P-3	0.00 NM	1	\$220.00
			Today Show 3									
ELEME	NT AT PO	STION 1 IN	N DAYDETAILEDP	ERIOD IS RA	TE TODAY SH	IOW 3						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	F	1	\$220.00	0.00						
2 WTLV	10/19/12	10/19/12	LN (M-Su)	СМ	11-1135p	F	:30	1	\$525.00 P-3	0.00 NM	1	\$525.00
			Late News (M-Su	1)								
ELEME	NT AT PO	STION 1 IN	N DAYDETAILEDP	ERIOD IS RA	TE FIRST COA	AST NEWS @ 1	1PM					
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	F	1	\$525.00	0.00						
3 WTLV	10/19/12	10/19/12	Tonight Show	CM	1135p-1237a	F	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
			Tonight Show									
ELEME	NT AT PO	STION 1 IN	N DAYDETAILEDP	ERIOD IS RA	TE THE TONIC	SHT SHOW						

Print Date: 10/05/12 11:51:27 Page 2 of 9

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
3 WTLV	10/19/1	2 10/19/12	Tonight Show	CM	1135p-1237	'a ·	F	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
FLEME	ENT AT P	OSTION 1 II	Tonight Show NDAYDETAILEDF	PERIOD IS RA	TE THE TON	JIGHT S	SHOW						
_	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir							
Week: 10		10/21/12	F	1	\$250.00	0.0							
4 WTLV	10/19/1	2 10/19/12	M-F 1230-1p	CM	M-F 1230p-	1257p	F	:30	1	\$120.00 P-3	0.00 NM	1	\$120.00
ELEM	=NIT		Extra N DAYDETAILEDF	PERIOD IS RA	TE EXTRAI								
_	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
Week: 10		10/21/12	F	1	\$120.00		00						
5 WTLV	10/19/1	2 10/19/12	M-F 12-1230p	CM	M-F 12p-12	:30p	F	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
ELEM	=NIT		FCN Noon News N DAYDETAILEDF		TE FIRST CO	A ST N	IEW/S @ N	OON					
_	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir		OON					
Week: 10		10/21/12	F	1	\$135.00	0.0							
6 WTLV	10/19/1	2 10/19/12		CM	M-F 4p-5p	-	F	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
			Ellen N DAYDETAILEDF	DEDIOD IS DA	TE ELLEN								
_	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na						
Week: 10		10/21/12	F	1	\$175.00		00						
7 WTLV	′ 10/19/1	2 10/19/12	M-F 5-530p	CM	M-F 5p-5:30	)p -	F	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
			M-F 5-530pm		TE EIDOT O	OACT N	ITWO @ F	DM					
_	art Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate	DAST N Ratir		PIVI					
Week: 10		10/21/12	F	1	\$300.00		00						
8 WTLV	′ 10/19/1	2 10/19/12	M-F 5-6a	CM	5a-6a	-	F	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
			M-F 5-6am			ODNIN	C IACKSO	)	CLINID	ICE			
_	art Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate	Ratir		JINVILLE	SUNK	ISE			
Week: 10		10/21/12	F	1	\$275.00	0.0							
9 WTLV	10/19/1	2 10/19/12	M-F 530-6p	CM	M-F 5:30p-6	3p -	F	:30	1	\$410.00 P-3	0.00 NM	1	\$410.00
			M-F 5:30-6pm		TE EIDOT O	OACT N	IEWO @ F	20014					
	art Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate	DAST N Ratir		.30PW					
Week: 10		10/21/12	F	1	\$410.00	0.0							
10 WTLV	10/19/1	2 10/19/12	M-F 6-630p	CM	M-F 6p-6:30	)p -	F	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
			M-F 6-630pm N DAYDETAILEDF		TE EIDOT O	OACT N	IEWO @ 6	.00014					
	art Date	End Date	Weekdays	Spots/Week	Rate	JAST N Ratir		.UUPIVI					
Week: 10		10/21/12	F	1	\$660.00	0.0							
11 WTLV	10/19/1	2 10/19/12	M-F 6-7a	CM	6a-7a	-	F	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
			M-F 6-7am N DAYDETAILEDF			ODNIN	C IACKSO	)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Ratir		JINVILLE					
Week: 10		10/21/12	F	1	\$605.00	0.0							
12 WTLV	′ 10/19/1	2 10/19/12	M-F 7-730p	CM	M-F 7p-7:30	)p -	F	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
		OCTION 4 IN	Wheel of Fortune		TE \\(\(\)\\	)	TUNE						
_	art Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate	אר דטג Ratir							
Week: 10		10/21/12	F	1	\$660.00		00						
13 WTLV	10/19/1	2 10/19/12	Today Show	CM	7a-9a		F	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
E1 EN 41	- N.T. A.T. D.	0071011411	M-F 7-9am	SEDIOD IO DA	TE TUE TO		0147						
	=NTALP art Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate								
Week: 10		10/21/12	F	<u>3pois/week</u>	\$605.00	Ratir 0.0							
			M-F 730-8p	CM	M-F 7:30p-8		F	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
E. E		00710114	Jeopardy	NEDIOD 10 5 :	TE 150045	D)/I							
_	ENT AT P art Date	OSTION 1 II  End Date	N DAYDETAILEDF	PERIOD IS RA Spots/Week		DY! Ratir	ng.						
Week: 10		10/21/12	<u>Weekdays</u> F	<u>3pois/week</u>	<u>Rate</u> \$660.00	0.0							
		2 10/19/12		СМ	9a-10a		F	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00

Print Date: 10/05/12 11:51:27 Page 3 of 9

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

Today Show   Mode   Today Show   Mode   Today Show   Today   Today Show   Today   To	Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Stant Date   End Date   Weekeldays   SpecialWeek   Rate   Failing   Service   Servic													
Meset: 1015172   1022172   F	ELEME	ENT AT P	OSTION 1 II		PERIOD IS RA	TE THE TOD/	AY SHOWII						
16 WTLV   10/22/12   10/22/12   WF 10-11a   CM   MF 10a-11a   M   30   1   \$220.00 P-3   0.00 NM	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Today Show 3	-				1								
Sent Date   End Date   End Date   Menkedays   Spots/Week   Rate   Rating   Menket   1022/12	16 WTLV	10/22/1	12 10/22/12		CM	M-F 10a-11a	M	:30	1	\$220.00 P-3	0.00 NM	1	\$220.00
Start Date   End Date   Weekdays   Spots/Week   Ratio   Rati	FLEME	NT AT P	OSTION 1 IN	•	PERIOD IS RA	TE TODAY SI	HOW 3						
News: 10022/12   10028/12   News: 1   S220.00   0.00   1   S525.00 P.3   0.00 NM   1						_						i	
Late News (M-Su)													
Section   Sect	17 WTLV	10/22/1	12 10/22/12	LN (M-Su)	CM	11-1135p	M	:30	1	\$525.00 P-3	0.00 NM	1	\$525.00
Siart Date   End Date   Meekdays   Spots/Week   Rate   Rating   Seption						TE EIDST CO	ACT NEWC @ 4	1 DM					
New   10/22/12   10/	_	_				_		IPIVI				l	
Tonight Show   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   St					<u> 30013/7766K</u>							i	
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE TONIGHT SHOW   Sand Date   End Date   Weekdays   Spots/Week   Rate   Rating   New Yeek   1   \$250.00   0.00	_			Tonight Show	CM			:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Start Date   End Date   Week (10/22/12   10/28/12   M				Tonight Show		•							
Meric 10/22/12   10/22/12   10/22/12   MF-11a-12p	_	_				_							
19 WTLV 10/22/12 10/22/12   10/22/12   MF + 11a-12p												ł	
Received   First Coast Living   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Spots/W					·			-30	1	\$90.00 P-3	0.00 NM	1	90.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST LIVING   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	19 WILV	10/22/1	12 10/22/12	•		W-1 11α-12μ	141	.50	'	ψ90.001 -3	O.OO INIVI	l '	ψ30.00
Week: 10/22/12   10/22/12   10/22/12   MF   1   \$90.00   0.00	ELEME	ENT AT P	OSTION 1 II			TE FIRST CO	AST LIVING						
20 WTLV   10/22/12   10/22/12   M-F 1230-1p					Spots/Week								
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE EXTRA!   Start Date					•					<b></b>			<b>A.</b>
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE EXTRA!   Siart Date	20 WILV	10/22/1	12 10/22/12	•	СМ	M-F 1230p-1	25/p M	:30	1	\$120.00 P-3	0.00 NM	1	\$120.00
Week: 10/22/12   10/28/12   MF-12-1230p	ELEME	ENT AT P	OSTION 1 II		PERIOD IS RA	TE EXTRA!							
21 WTLV 10/22/12 10/22/12 M-F 12-1230p			End Date	Weekdays	Spots/Week	Rate	Rating						
FCN Noon News   Start Date					1	\$120.00	0.00						
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ NOON   Start Date   Meek days   Spots/Week   Rate   Rating   Week days   Spots/Week   Rate   Rating   Week days   Spots/Week   Rate   Rating   Week days   Spots/Week   Rate   Rating   Start Date   Meek days   Spots/Week   Rate   Rating   Start Dat	21 WTLV	10/22/1	12 10/22/12	•		M-F 12p-12:	30p M	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
Start Date   End Date   Weekdays   Spots/Week   \$135.00   0.00	FLEME	NT AT P	OSTION 1 IN			TE FIRST CO	AST NEWS @ N	IOON					
Week: 10/22/12   10/28/12   M						_						i	
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   End Date   Mer.	Week: 10	)/22/12				\$135.00							
Record	22 WTLV	10/22/1	12 10/22/12	M-F 4-5p	CM	M-F 4p-5p	M	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	EL ENA	-NIT AT D	OCTION 4 II			TE ELLEN							
Week: 10/22/12   10/28/12   M   1 \$175.00   0.00	_	_				_	Pating					ł	
23 WTLV 10/22/12 10/22/12 M-F 5-530p CM M-F 5p-5:30p M :30 1 \$300.00 P-3 0.00 NM M-F 5-530pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5PM  Start Date End Date Weeks 10/22/12 10/22/12 10/22/12 M-F 5-6a CM 5a-6a M :30 1 \$275.00 P-3 0.00 NM M-F 5-6am  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE SUNRISE  Start Date End Date Weekdays Spots/Week Rate Rating M :30 1 \$275.00 P-3 0.00 NM M-F 5-30-6pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM  Start Date End Date Meekdays Spots/Week Rate Rating M :30 1 \$410.00 P-3 0.00 NM 1 \$410.00  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM  Start Date End Date Weekdays Spots/Week Rate Rating Meek: 10/22/12 10/28/12 M 1 \$410.00 0.00  26 WTLV 10/22/12 10/22/12 10/22/12 M-F 6-630p CM M-F 6-630pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating M :30 1 \$660.00 P-3 0.00 NM 1 \$660.00  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating Meek: 10/22/12 10/28/12 M 1 1 \$4660.00 0.00					<u> </u>							i	
Start Date   End Date   Week: 10/22/12   1	23 WTLV	10/22/1	12 10/22/12	M-F 5-530p	СМ	M-F 5p-5:30p	p M	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
Start Date   End Date   Weekdays   Mericology   Week   Rate   Rating   O.00													
Week: 10/22/12   10/28/12   M   1 \$300.00   0.00						_		PM					
24 WTLV 10/22/12 10/22/12 M-F 5-6a CM 5a-6a M :30 1 \$275.00 P-3 0.00 NM M-F 5-6am  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE SUNRISE  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$275.00 0.00  25 WTLV 10/22/12 10/22/12 M-F 530-6p CM M-F 5:30p-6p M :30 1 \$410.00 P-3 0.00 NM 1 \$410.00 P-5:30-6pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$410.00 0.00  26 WTLV 10/22/12 10/22/12 10/22/12 M-F 6-630p CM M-F 6p-6:30p M :30 1 \$660.00 P-3 0.00 NM 1 \$660.00												l	
M-F 5-6am				-	<u>.</u>			:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00									-	<b>4</b>			<b>4</b> =: <b>3</b> : <b>3</b>
Week: 10/22/12       10/28/12       M       1       \$275.00       0.00         25 WTLV 10/22/12 10/22/12 10/22/12 M-F 530-6p       CM       M-F 5:30p-6p       M       :30       1       \$410.00 P-3       0.00 NM       1       \$410.00       NM       1	ELEME	ENT AT P		N DAYDETAILEDI				ONVILLE	SUNR	ISE			
25 WTLV 10/22/12 10/22/12 M-F 530-6p CM M-F 5:30p-6p M :30 1 \$410.00 P-3 0.00 NM M-F 5:30-6pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$410.00 0.00  26 WTLV 10/22/12 10/22/12 M-F 6-630p CM M-F 6p-6:30p M :30 1 \$660.00 P-3 0.00 NM 1 \$660.00 M-F 6-630pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$660.00 0.00												l	
M-F 5:30-6pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$410.00 0.00  26 WTLV 10/22/12 10/22/12 M-F 6-630p CM M-F 6p-6:30p M :30 1 \$660.00 P-3 0.00 NM 1 \$660.00  M-F 6-630pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$660.00 0.00					<u>.</u>			-30	1	\$410.00 P.3	0.00 NIM	1	\$410.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 5:30PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$410.00 0.00  26 WTLV 10/22/12 10/22/12 M-F 6-630p CM M-F 6p-6:30p M :30 1 \$660.00 P-3 0.00 NM 1 \$660.00  M-F 6-630pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$660.00 0.00	25 WILV	10/22/1	12 10/22/12	•	Civi	101-1 3.30p-0	ρ IVF	.50	'	φ410.001 -3	O.OO INIVI	l '	ψ410.00
Week: 10/22/12       10/28/12       M       1       \$410.00       0.00         26 WTLV 10/22/12 10/22/12 10/22/12 M-F 6-630p M-F 6-630p M-F 6-630pm       CM M-F 6p-6:30p M       :30 1 \$660.00 P-3 0.00 NM       1       \$660.00 P-3 0.00 NM         ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM       6:00PM         Start Date End Date Weekdays Weekdays Week: 10/22/12 10/28/12 M       Spots/Week Rate Rating News M       0.00	ELEME	ENT AT P	OSTION 1 IN		PERIOD IS RA	TE FIRST CO	AST NEWS @ 5	:30PM					
26 WTLV 10/22/12 10/22/12 M-F 6-630p CM M-F 6p-6:30p M :30 1 \$660.00 P-3 0.00 NM 1 \$660.00 M-F 6-630pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M 1 \$660.00 0.00													
M-F 6-630pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 10/22/12 10/28/12 M 1 \$660.00 0.00					•					#000 00 D 0	0.00 NIM		<b>#</b> 000 00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FIRST COAST NEWS @ 6:00PM  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 10/22/12 10/28/12 M 1 \$660.00 0.00	∠o WILV	10/22/1	12 10/22/12	•	CIVI	ivi-r op-6:30	ρ Μ	:30	7	φοου.υυ P-3	U.UU NIVI	1	\$00.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12         M         1         \$660.00         0.00	ELEME	ENT AT P	OSTION 1 II		PERIOD IS RA	TE FIRST CO	AST NEWS @ 6	:00PM					
	St	art Date	End Date				Rating						
27 WTLV 10/22/12 10/22/12 CM 6a-7a M :30 1 \$605.00 P-3 0.00 NM 1 1 \$605.00				M	•								
	27 WTLV	10/22/1	12 10/22/12		СМ	6a-7a	M	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00

Print Date: 10/05/12 11:51:27 Page 4 of 9

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F 6-7a			,				0 7.		
ELEME	NIT AT D		M-F 6-7am N DAYDETAILEDF	DEDIOD IS DA		DNING IACKS						
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	ONVILLE				1	
Week: 10/		10/28/12	M	1	\$605.00	0.00						
28 WTLV	10/22/1	2 10/22/12	M-F 7-730p	CM	M-F 7p-7:30p	M	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
EL ENAE	NT AT D	OOTION 4 II	Wheel of Fortune		TE \\\	FORTUNE						
_	NTALP irt Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week		Rating						
Week: 10/		10/28/12	M	<u>3pois/week</u>	Rate \$660.00	0.00						
			Today Show	CM	7a-9a	M	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
			M-F 7-9am									
_	_		N DAYDETAILEDF		_							
Sta Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	Rate \$605.00	Rating 0.00					ĺ	
			M-F 730-8p	CM	M-F 7:30p-8p		:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
00 11.121	. 3,, .		Jeopardy	· · · ·	т. т. оор ор		.00	•	φοσοίσοι σ	0.00		Ψ000.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDF		TE JEOPARD	<b>/</b> !						
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	Today Show II	CM	\$660.00 9a-10a	0.00 M	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
31 WILV	10/22/1	12 10/22/12	M-F 9-10am	Civi	3a-10a	141	.50	'	Ψ213.001-3	U.UU INIVI	· '	Ψ215.00
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILEDF	PERIOD IS RA	TE THE TODA	Y SHOWII					ĺ	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M	1	\$275.00	0.00			ФЕОБ 00 D 0	0.00 NIM		<b>#</b> 505.00
32 WILV	10/20/1	2 10/20/12	LN (M-Su) Late News (M-Si	U) CM	11-1135p	S-	:30	1	\$525.00 P-3	0.00 NM	1	\$525.00
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILEDF	,	TE FIRST COA	AST NEWS @ 1	I1PM					
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-	1	\$525.00	0.00						
33 WTLV	10/20/1	2 10/20/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	S-	:30	1	\$220.00 P-3	0.00 NM	1	\$220.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDF		TE WHEEL OF	FORTUNE						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ĺ	
Week: 10/		10/21/12	S-	1	\$220.00	0.00						
34 WTLV	10/20/1	2 10/20/12		CM	7a-8a	S-	:30	1	\$220.00 NON	0.00 NM	0	\$0.00
FLEME	NT AT P	OSTION 1 IN	NBC Today Show N DAYDETAILEDF	` '	TE THE TODA	Y SHOW - SAT	URDAY					
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	O NO N					
Week: 10/		10/21/12	S-		\$220.00	0.00						
	Date Ra		escription		t/End Time	_	Veekdays	Len		Rtg Type		
	10/15/1. edited	2-10/21/12 S	ATIDY	7a-8	а	-	Sa-	_	:30 <del>(\$220.00)</del>	0.00 <i>NM</i>		
[CF												
35 WTLV	10/21/1	2 10/21/12	LN (M-Su)	CM	11-1135p	S	:30	1	\$185.00 P-3	0.00 NM	1	\$185.00
			Late News (M-S		·							
_	_		N DAYDETAILEDF				I1PM					
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week	Rate \$185.00	Rating 0.00						
			Meet the Press	CM	9a-10a	S	:30	1	\$550.00 P-3	0.00 NM	1	\$550.00
			Sun 9-10a						**********			********
_	_		N DAYDETAILEDF		_							
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$550.00	Rating 0.00						
			M-F 10-11a	CM	M-F 10a-11a	T	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
07 W.EV	10/10/1	12 10/10/12	Today Show 3	OW	Wii ioa iia	1	.00	•	Ψ200.001 0	0.00 14141		Ψ200.00
		OSTION 1 II	N DAYĎETAILEDF	PERIOD IS RA	TE TODAY SH	OW 3						
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 10/		10/21/12		1	\$200.00	0.00 T	.20	1	\$525.00 D.2	0.00 NIN4	1	¢525.00
30 WILV	10/18/1	2 10/18/12	LN (M-Su) Late News (M-Si	T) CM	11-1135p	1	:30	1	\$525.00 P-3	0.00 NM	1	\$525.00
				-,							1	

Print Date: 10/05/12 11:51:27 Page 5 of 9

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

Ln Ch Start End	Inventory Cod		Start/End Ti		Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
ELEMENT AT POSTION Start Date End Date		DPERIOD IS RA Spots/Week	TE FIRST CO Rate	AST NEWS @ 1 <sup>.</sup> Rating	1PM					_
Week: 10/15/12 10/21/	12T	1	\$525.00	0.00						
39 WTLV 10/18/12 10/18	1/12 Tonight Show Tonight Show	СМ	1135p-1237a	T	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
ELEMENT AT POSTION	I 1 IN DAYDETAILEI	OPERIOD IS RA	TE THE TONI	GHT SHOW						
Start Date End Da		Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/ 40 WTLV 10/18/12 10/18	12 -	1 CM	\$250.00 M-F 11a-12p	0.00 T	.20	1	\$90.00 P-3	0.00 NM	1	00 002
40 WILV 10/16/12 10/16	First Coast Livi		W-F 11a-12p	1	:30	1	ф90.00 F-3	U.UU INIVI	'	\$90.00
ELEMENT AT POSTION			TE FIRST CO	AST LIVING						
Start Date End Date		Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/		1	\$90.00	0.00	.20		\$400.00 D.0	0.00 NIM	4	<b>#</b> 400.00
41 WTLV 10/18/12 10/18	Extra	СМ	W-F 1230p-1	257pT	:30	1	\$120.00 P-3	0.00 NM	1	\$120.00
ELEMENT AT POSTION		OPERIOD IS RA	TE EXTRA!							
Start Date End Date		Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/		1	\$120.00	0.00						
42 WTLV 10/18/12 10/18	3/12 M-F 12-1230p FCN Noon Nev	CM	M-F 12p-12:3	30pT	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
ELEMENT AT POSTION			TE FIRST CO	AST NEWS @ N	OON					
Start Date End Date		Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/	12T	1	\$135.00	0.00						
43 WTLV 10/18/12 10/18	•	CM	M-F 4p-5p	T	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
ELEMENT AT POSTION	Ellen I 1 IN DAYDETAII FI	OPERIOD IS RA	TE FILEN							
Start Date End Date		Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/		1	\$175.00	0.00						
44 WTLV 10/18/12 10/18	•	CM	M-F 5p-5:30p	T	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
ELEMENT AT POSTION	M-F 5-530pm I 1 IN DAYDETAII FI	OPERIOD IS RA	TE FIRST CO.	AST NEWS @ 5	PM					
Start Date End Date		Spots/Week	Rate	Rating	i ivi					
Week: 10/15/12 10/21/		1	\$300.00	0.00						
45 WTLV 10/18/12 10/18		CM	5a-6a	T	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
ELEMENT AT POSTION	M-F 5-6am	OPERIOD IS RA	TE GOOD MO	DRNING IACKSO	NVIIIES	IINR	ISE			
Start Date End Date		Spots/Week	Rate	Rating	JIVILLE O	OIVIX	IOL			
Week: 10/15/12 10/21/		1	\$275.00	0.00						
46 WTLV 10/18/12 10/18	3/12 M-F 530-6p	CM	M-F 5:30p-6p	T	:30	1	\$410.00 P-3	0.00 NM	1	\$410.00
ELEMENT AT POSTION	M-F 5:30-6pm	DEDIOD IS DA	TE EIDST CO	^	·20DM					
Start Date End Date		Spots/Week		Rating	.301101					
Week: 10/15/12 10/21/		1	\$410.00	0.00						
47 WTLV 10/18/12 10/18		CM	M-F 6p-6:30p	T	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
ELEMENT AT DOCTION	M-F 6-630pm		TE EIDET CO	ACT NEWC @ 6	.00014					
ELEMENT AT POSTION Start Date End Date		Spots/Week	Rate	Rating	OUPIVI					
Week: 10/15/12 10/21/		1	\$660.00	0.00						
48 WTLV 10/18/12 10/18	3/12 M-F 6-7a	CM	6a-7a	T	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
5: 5: 45: 45 BOOTIO	M-F 6-7am									
ELEMENT AT POSTION Start Date End Date		Spots/Week	_		NVILLE					
Week: 10/15/12 10/21/		<u> 30015/Week</u>	<u>Rate</u> \$605.00	Rating 0.00						
49 WTLV 10/18/12 10/18	3/12 M-F 7-730p	CM	M-F 7p-7:30p	T	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
	Wheel of Fortu									
ELEMENT AT POSTION										
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/		Spots/Week 1	<u>Rate</u> \$660.00	Rating 0.00						
50 WTLV 10/18/12 10/18		CM	7a-9a	T	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
	M-F 7-9am									
ELEMENT AT POSTION	I 1 IN DAYDETAILEI	DPERIOD IS RA	TE THE TODA	AY SHOW						

Print Date: 10/05/12 11:51:27 Page 6 of 9

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
50 WTLV	10/18/1	2 10/18/12	Today Show M-F 7-9am	СМ	7a-9a	T	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILEDF	PERIOD IS RA	TE THE TODA	AY SHOW						
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 10/ 51 WTLV		10/21/12 2 10/18/12	M-F 730-8p	CM	\$605.00 M-F 7:30p-8p	0.00 T	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
			Jeopardy						,			******
	NTALP art Date	OSTION 1 II  End Date	N DAYDETAILEDF Weekdays	Spots/Week	TE JEOPARD Rate	Y! Rating						
Week: 10/		10/21/12	T	1	\$660.00	0.00						
52 WTLV	10/18/1	2 10/18/12	Today Show II	СМ	9a-10a	T	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
ELEME	NT AT P	OSTION 1 IN	M-F 9-10am NDAYDETAILEDF	PERIOD IS RA	TE THE TODA	AY SHOWII						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	T M-F 10-11a	CM	\$275.00 M-F 10a-11a	0.00 - T	:30	- 1	\$220.00 P-3	0.00 NM	1	\$220.00
33 WILV	10/10/1	2 10/16/12	Today Show 3	CIVI	IVI-F 10a-11a	- 1	.30	1	φ220.00 F-3	U.UU INIVI	'	<b>Φ220.00</b>
			DAYDETAILED									
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$220.00	Rating 0.00						
		2 10/16/12	LN (M-Su)	CM	11-1135p	- T	:30	1	\$525.00 P-3	0.00 NM	1	\$525.00
ELEME	NIT AT D		Late News (M-S		TE EIDST CO	^	1 DM					
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	I F IVI					
Week: 10/		10/21/12	-T	1	\$525.00	0.00						
55 WTLV	10/16/1	2 10/16/12	Tonight Show Tonight Show	CM	1135p-1237a	1 - T	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE THE TONI	GHT SHOW						
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week	Rate	Rating 0.00						
			M-F 11a-12p	CM	\$250.00 M-F 11a-12p		:30	1	\$90.00 P-3	0.00 NM	1	\$90.00
			First Coast Living						•			·
	NTALP irt Date	OSTION 1 II  End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate	AST LIVING Rating						
Week: 10/		10/21/12	- T	1	\$90.00	0.00						
57 WTLV	10/16/1	2 10/16/12	M-F 1230-1p	CM	M-F 1230p-1	257p - T	:30	1	\$120.00 P-3	0.00 NM	1	\$120.00
ELEME	NT AT P	OSTION 1 IN	Extra NDAYDETAILEDF	PERIOD IS RA	TE EXTRA!							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T M-F 12-1230p	CM	\$120.00 M-F 12n-12 <sup>-3</sup>	0.00 30p - T	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
			FCN Noon News	5	·	·		•	Ψ100.001 0	0.00 14101		ψ100.00
			N DAYDETAILEDE		_		OON					
Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$135.00	Rating 0.00						
59 WTLV	10/16/1	2 10/16/12	'	CM	M-F 4p-5p	- T	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
ELEME	NT AT P	OSTION 1 IN	Ellen NDAYDETAILEDF	PERIOD IS RA	TE ELLEN							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	-T	1	\$175.00	0.00	.00		#200 00 D 2	0.00 NIM	4	<b>#200.00</b>
60 WILV	10/16/1	2 10/16/12	M-F 5-530p M-F 5-530pm	СМ	M-F 5p-5:30p	O -T	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
_	_		N DAYDETAILED		_		PM					
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$300.00	Rating 0.00						
		2 10/16/12	M-F 5-6a	CM	5a-6a	- T	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
EI EME	NT AT D	OSTION 1 IN	M-F 5-6am NDAYDETAILEDF	PERIOD IS PA	TE GOOD MO	DRNING IACKSO	)N\/     E	SLINIP	ISE			
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	/ 1 V ILLL	SOINI				
Week: 10/	/15/12	10/21/12	- T	1	\$275.00	0.00						
62 WTLV	10/16/1	2 10/16/12		CM	M-F 5:30p-6p	o - T	:30	1	\$410.00 P-3	0.00 NM	1	\$410.00

Print Date: 10/05/12 11:51:27 Page 7 of 9

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			M-F 530-6p M-F 5:30-6pm									
ELEME	NT AT P	OSTION 1 II	N DAYDETAILED	PERIOD IS RA	TE FIRST CO	AST NEWS @ 5	5:30PM				_	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T M-F 6-630p	CM	\$410.00 M-F 6p-6:30p	0.00 - T	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
OS WILV	10/10/1	2 10/10/12	M-F 6-630pm	Civi	W-1 Op-0.30	, -1	.50	'	ψυσυ.σσ1 -3	0.00 14101	l '	ψ000.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDI	PERIOD IS RA	TE FIRST CO	AST NEWS @ 6	6:00PM					
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate *cco.oo	Rating						
Week: 10/		10/21/12		CM	\$660.00 6a-7a	0.00 - T	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
04 WILV	10/10/1	2 10/10/12	M-F 6-7am	Civi	ua-ra	-1	.50	'	ψ003.001 -3	0.00 14101	l '	ψ003.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILED	PERIOD IS RA	TE GOOD MC	RNING JACKS	ONVILLE					
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M-F 7-730p	CM	\$605.00 M-F 7p-7:30p	0.00 - T	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
03 WILV	10/10/1	2 10/10/12	Wheel of Fortune		ινι-ι- 7 μ-7.30μ	, -1	.30	'	φυου.υυ Γ-3	U.UU INIVI	l '	φοου.υυ
ELEME	NT AT P	OSTION 1 II	N DAYDETAILED	PERIOD IS RA	TE WHEEL O	F FORTUNE						
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	Today Show	CM	\$660.00 7a-9a	0.00 - T	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
OO WILV	10/10/1	2 10/10/12	M-F 7-9am	Civi	1 a-3a	-1	.30	'	φουσ.υυ Ε-σ	U.UU INIVI	l '	φουσ.υυ
ELEME	NT AT P	OSTION 1 II	N DAYDETAILED	PERIOD IS RA	TE THE TODA	AY SHOW						
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M-F 730-8p	1 CM	\$605.00 M-F 7:30p-8p	0.00 - T	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
O/ WILV	10/10/1	2 10/10/12	Jeopardy	Civi	W-1-7.30p-0	, -1	.30	'	φυου.υυ Γ-3	U.UU INIVI	l '	φοου.υυ
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDI	PERIOD IS RA	TE JEOPARD	Y!						
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	Today Show II	1 CM	\$660.00 9a-10a	0.00 - T	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
OO VVILV	10/10/1	2 10/10/12	M-F 9-10am	Civi	9a-10a	- 1	.30	'	φ2/3.00 F-3	U.UU INIVI	ļ '	φ275.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILED	PERIOD IS RA	TE THE TODA	AY SHOWII						
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M-F 10-11a	CM	\$275.00 M-F 10a-11a	0.00 W	:30	1	\$220.00 P-3	0.00 NM	1	\$220.00
09 WILV	10/17/1	2 10/11/12	Today Show 3	Civi	IVI-I TUA-TTA	vv	.30	'	φ220.00 Γ-3	U.UU INIVI	l '	φ220.00
ELEME	NT AT P	OSTION 1 II	N DAYĎETAILEDI	PERIOD IS RA	TE TODAY SI	HOW 3						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1 CM	\$220.00	0.00 W	:30	1	\$525.00 P-3	0.00 NM		\$525.00
70 VVILV	10/17/1	2 10/11/12	Late News (M-S		11-1135p	vv	.30	1	φυ2υ.υυ F-3	U.UU INIVI	1	φ323.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDI		TE FIRST CO	AST NEWS @ 1	11PM					
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W Tonight Show	1 CM	\$525.00	0.00 a W	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
/ 1 VVILV	10/17/1	2 10/11/12	Tonight Show	Civi	1135p-1237a	1 VV	.30	'	φ250.00 F-3	U.UU INIVI	l '	φ250.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDI	PERIOD IS RA	TE THE TONI	GHT SHOW						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/		10/21/12	W	1 CM	\$250.00	0.00 W	.20		\$00.00 D.2	0.00 NIM	1	ድርር ርር
72 VVILV	10/17/1	2 10/17/12	M-F 11a-12p First Coast Livin		M-F 11a-12p	VV	:30	1	\$90.00 P-3	0.00 NM	l '	\$90.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILED		TE FIRST CO	AST LIVING						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1	\$90.00	0.00	-20		¢400.00 D.0	0.00 NIM		<b>#</b> 400.00
13 WILV	10/17/1	2 10/17/12	M-F 1230-1p Extra	СМ	IVI-F 1230P-1	257p W	:30	1	\$120.00 P-3	0.00 NM	1	\$120.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDI	PERIOD IS RA	TE EXTRA!							
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/		10/21/12	W	1	\$120.00	0.00	.20		\$12E 00 D 0	0.00 NINA		\$40F.00
14 WILV	10/17/1	2 10/17/12		СМ	ivi-r 12p-12:	30pW	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00

Print Date: 10/05/12 11:51:27 Page 8 of 9

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

	Ln Ch	Start	End	Inventory Code	e Break	Start/End T	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
•				M-F 12-1230p			,-				3 71 -		
			OCTION 4 IN	FCN Noon New			NACT NEWS @ I	NOON					
		ni Ai P rt Date	End Date	N DAYDETAILED Weekdays	Spots/Week	Rate	Rating	NOON				I	
	Week: 10/		10/21/12	W	<u> </u>	\$135.00	0.00						
•	75 WTLV	10/17/1	2 10/17/12	M-F 4-5p	CM	M-F 4p-5p	W	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
				Ellen									
		_		N DAYDETAILED			5						
	Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week	Rate \$175.00	Rating 0.00						
-				M-F 5-530p	CM	M-F 5p-5:30		:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
	70 ****	10/17/1	2 10/11/12	M-F 5-530pm	Olvi	W1 0p 0.00	р ₩	.50	'	ψουο.υστ -σ	0.00 14101	'	ψ500.00
	ELEME	NT AT P	OSTION 1 IN	N DAYDETAİLED	PERIOD IS RA	TE FIRST CC	DAST NEWS @ 5	5PM					
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
-	Week: 10/		10/21/12	W	1	\$300.00	0.00			<b>^</b>			<b>^</b>
	77 WTLV	10/17/1	2 10/17/12	M-F 5-6a M-F 5-6am	CM	5a-6a	W	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
	ELEME	NT AT P	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE GOOD MO	ORNING JACKS	ONVILLI	E SUNR	ISE			
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/	15/12	10/21/12	W	1	\$275.00	0.00						
-	78 WTLV	10/17/1	2 10/17/12	M-F 530-6p	СМ	M-F 5:30p-6	p W	:30	1	\$410.00 P-3	0.00 NM	1	\$410.00
			OCTIONI 4 IN	M-F 5:30-6pm			NACT NEWS @ /	T-20DM					
		_		N DAYDETAILED				5:30PM					
	<u>احاد</u> /Week: 10	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$410.00	Rating 0.00						
-		,		M-F 6-630p	CM	M-F 6p-6:30		:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
			,	M-F 6-630pm		0				<b>4</b>			***************************************
	ELEME	NT AT P	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE FIRST CC	DAST NEWS @ 6	6:00PM					
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	Week: 10/		10/21/12	W	1	\$660.00	0.00	-20		ФСОТ ОО D О	0.00 NIM	4	ФСО <u>Г</u> ОО
	80 WILV	10/17/1	2 10/17/12	M-F 6-7a M-F 6-7am	CM	6a-7a	W	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
	ELEME	NT AT P	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE GOOD MO	ORNING JACKS	ONVILLI	Ē				
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/		10/21/12	W	1	\$605.00	0.00						
	81 WTLV	10/17/1	2 10/17/12	M-F 7-730p	CM	M-F 7p-7:30	pW	:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
	FLEME	NT AT P		Wheel of Fortun DAYDETAILED		TE WHEEL C	E FORTLINE						
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/		10/21/12	W	1	\$660.00	0.00						
•	82 WTLV	10/17/1	2 10/17/12	Today Show	СМ	7a-9a	W	:30	1	\$605.00 P-3	0.00 NM	1	\$605.00
				M-F 7-9am									
		_		N DAYDETAILED									
	Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$605.00	Rating 0.00						
-				M-F 730-8p	CM	M-F 7:30p-8		:30	1	\$660.00 P-3	0.00 NM	1	\$660.00
				Jeopardy					·	***************************************			***************************************
	ELEME	NT AT P	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE JEOPARE	OY!						
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	Week: 10/		10/21/12	W	1	\$660.00	0.00			<b>****</b>	0.00.104		4075.00
	84 WILV	10/17/1	2 10/17/12	Today Show II M-F 9-10am	CM	9a-10a	W	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
	ELEME	NT AT P	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE THE TOD	AY SHOWII						
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	Week: 10/		10/21/12	W	1	\$275.00	0.00						
	85 WTLV	10/16/1	2 10/16/12		CM	M-F 3p-4p	- T	:30	1	\$155.00 P-3	0.00 NM	1	\$155.00
	ANDED	SON CC	OPER	Katie									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/		10/21/12	- T	<u> 30013/Week</u>	\$155.00	0.00						
-			2 10/19/12		CM	5a-6a	F	:30	1	\$220.00 P-3	0.00 NM	1	\$220.00
												-	

Print Date: 10/05/12 11:51:27 Page 9 of 9

Rate Pri Rtg Type Spots

Amount

Order / Rev: 698781 - 3 Advertiser: American Crossroads

Alt Order #: 6227601 Product Desc: AMERICAN CROSSROADS WTLV-TV

Break Start/End Time

\$220.00

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

M-F 5-6a

----F--

Ln Ch

Week: 10/15/12

Start

End

10/21/12

Inventory Code

Totals 85 \$31,570.00

0.00

Days

Len Spots